Information Briefing
May 2006

Key Areas

- Situation
- Mission
- ATHD Implementation Process
- Current ATHD Federation
- Federal Agencies using RightNow eService
- ATHD “Front-End” Technologies
- ATHD “Back-End” Management/Agent Capabilities
- ATHD Federation
- ATHD Way Ahead
- ATHD Summary
- ATHD Demo

Situation

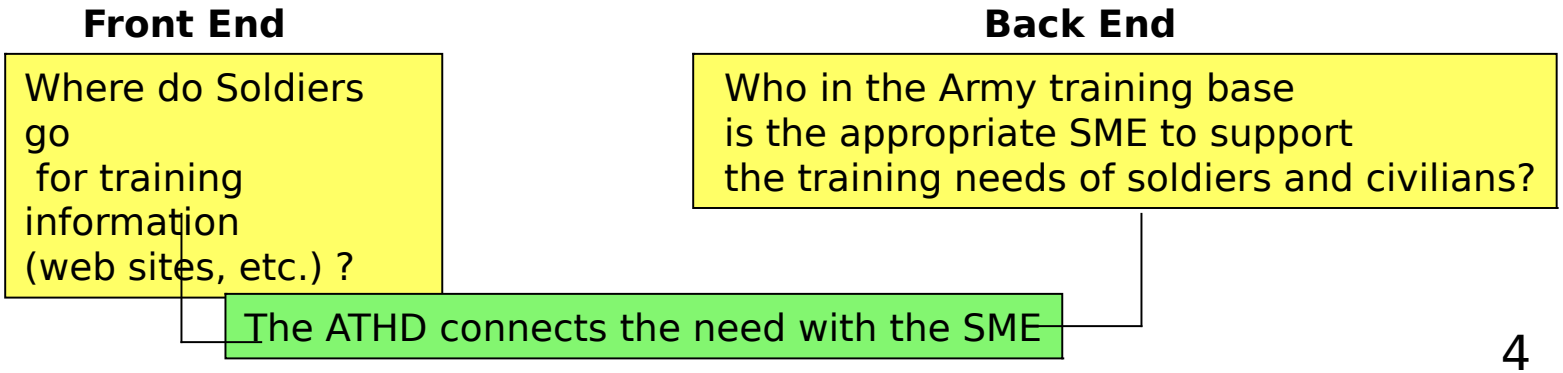
- New training challenge: We need to be smarter in how we respond to the Army's Soldiers and Civilians as our "customers".
  - Changing Operational Environment
  - New Training Technologies and Delivery Methods
- Previous Army training customer assistance is inadequate to meet changing demands.
- We are taking action to increase our responsiveness to Army Soldiers and Civilians.
- Feb 2006 - DA directed TRADOC to "coordinate the development and implementation of an Army Training Help Desk that also supports DL Students."

Mission

Provide world-wide capability to access proponent SMEs for up-to-date and relevant information related to FM 7.0/7.1 Self-Development, Institutional and Operational Training and Training support.

Commanders Intent:

- Leverage Army Proponent Subject Matter Experts (SMEs) through an integrated network (i.e., Federation) of customer assistance (CA) help desks
- Synchronize community to provide world-wide access and 24/7 support.


Front End
Where do Soldiers go for training information (web sites, etc.) ?
Back End
Who in the Army training base is the appropriate SME to support the training needs of soldiers and civilians?
The ATHD connects the need with the SME

ATHD Implementation Process

Work in progress
1st year as Federation

- Conducting site surveys with Army/TRADOC Centers/School Proponents
  - Identify SMEs/Agents/Functionality
  - Assist formalizing Customer Assistance (CA) Business Practices
  - Assist with identifying subject matter/content areas (e.g. Taxonomy Categories and Frequently Asked Questions (FAQs))
  - Identify Customer Assistance Agent training needs
  - Support ongoing proponent training initiatives (*e.g., How can we best support Soldiers Home Page, Learning Management System, Life Long Learning Centers*?)

- Formally setting up Help Desk functions with schools
  - Conduct Manager/Agent training
  - Populate taxonomy/subject matter categories and FAQ data base
  - Assist with adding links on Websites and redirect e-mail
  - Expand support to new/evolving requirements (BCKS, LLC's)

Current ATHD Federation

- Partners: Currently 65% of Centers, Schools, and Activities represented

  - TRADOC Centers and Schools
  - Army Libraries
  - Army Medical School
  - United States Army Reserve
  - Army Training Support Center
  - Battle Command Knowledge System
  - Centers for Army Lessons Learned
  - Key Training Support System Agencies
  - Program Manager for Distributed Learning

(300 SMEs/Agents)

- Tools:

  - Utilizing Industry Standard eService Center (RightNow Technologies)
    - ✓ Inherently flexible for customers and SMEs
    - ✓ Growth potential/adaptability
  - A toll free phone number 1-800-275-2872, links to school 1-800
  - E-mail ask.athd@us.army.mil
  - Web Address https://ask-atsc.atsc.army.mil

Federal Agencies Using RightNow Technologies eService Center

AIR FORCE PERSONNEL CENTER
AKO ARMY KNOWLEDGE ONLINE
AIR FORCE RESERVE ABOVE & BEYOND
ATHD ARMY TRAINING HELP DESK
U.S. AIR FORCE CROSS INTO THE BLUE
DefenseLINK U.S. DEPARTMENT OF DEFENSE
SOCIAL SECURITY ADMINISTRATION USA
Medicare
DEPARTMENT OF VETERANS AFFAIRS UNITED STATES OF AMERICA

ATHD “Front-End” Technology

Serving Soldiers and Civilians with:

- 24/7 access to centralized Frequently Asked Questions (FAQs) in a Single Database
- Dynamic FAQs
  - Embedded links to data sources
  - Self-Learning Knowledge Base
  - Tracking customer feedback
- Submit questions directly to SME
  - E-mail sent to SME is automatically converted to incident report and tracked
  - Can submit request from any linked Web site
  - Automated acknowledgement sent out to customer

ATHD "Back-End" Management/Agent Capabilities

Serving Agents and Managers with:

- Answering questions and FAQ process is simple for SME's *(One Mouse Click)*
- Provides Metric Reporting for Managers:
  - Standardization, customization, & automatic distribution of reports
- Leverages Multi-Media Environment
  - E-mails, web questions and calls in the same queue
- Uses flexible automated SME/Manager routing
  - Quick/easy customization of business and workflow rules (Routing of requests to other SME or Managers)

Work in progress – Growing Schools, SMEs, Federation Members, FAQs

ATHD Federation Process

Front-End

"Soldier Training Sites"

SELF-DEVELOPMENT

Learning Management Syst

Tier

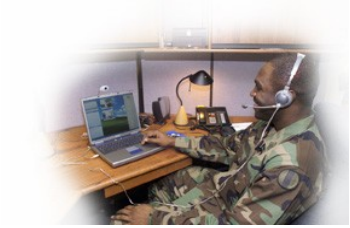
OPERATIONAL

Tier

Center for Army Lessons Learned
Battle Command Knowledge Syst

Tier

INSTITUTIONAL



TRADOC Schools & Life Long Learning Centers

ATHD Portal

Automated Feedback
~~**Access to FAQs**~~
Collaboration
Knowledge Management

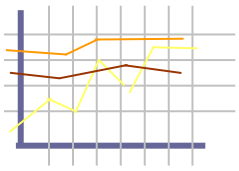
Tier I
Tier II
Tier III

Back-End

"Federation of SMEs"

Federation Partners

Subject Matter Experts
Armor, Signal, Infantry, Medical
Aviation, Engineer, Ordnance
Intelligence, Field Artillery
Quartermaster, Transportation
Military Police, Air Defense Artillery
Army Librarian System, TSS Experts
United States Army Reserve
Lifelong Learning Centers
Center for Army Lessons Learned
Battle Command Knowledge System
Army Training Support Center
Warrant Officer Career Center



Metric Reporting
Management Tracking
Links to other resource

Tier 0 – Self Help (FAQ, Web Links)
Tier 1 – General Agent
Tier 2 – SME Agents
Tier 3 – SME Manager

ATHD Way Ahead

- Continue to link to Army training sites
- Continue ATHD incorporation of Army/TRADOC/Joint proponent SMEs
- Continue to improve functionality (Reach, Collaborative Tools, Search Engine)
- Move ATHD behind AKO for security/accessibility

The ATHD: *How will we measure Success*??
The success of Web self-service will depend upon the *quality* and *quantity* of information available and the ease with which it can be accessed.

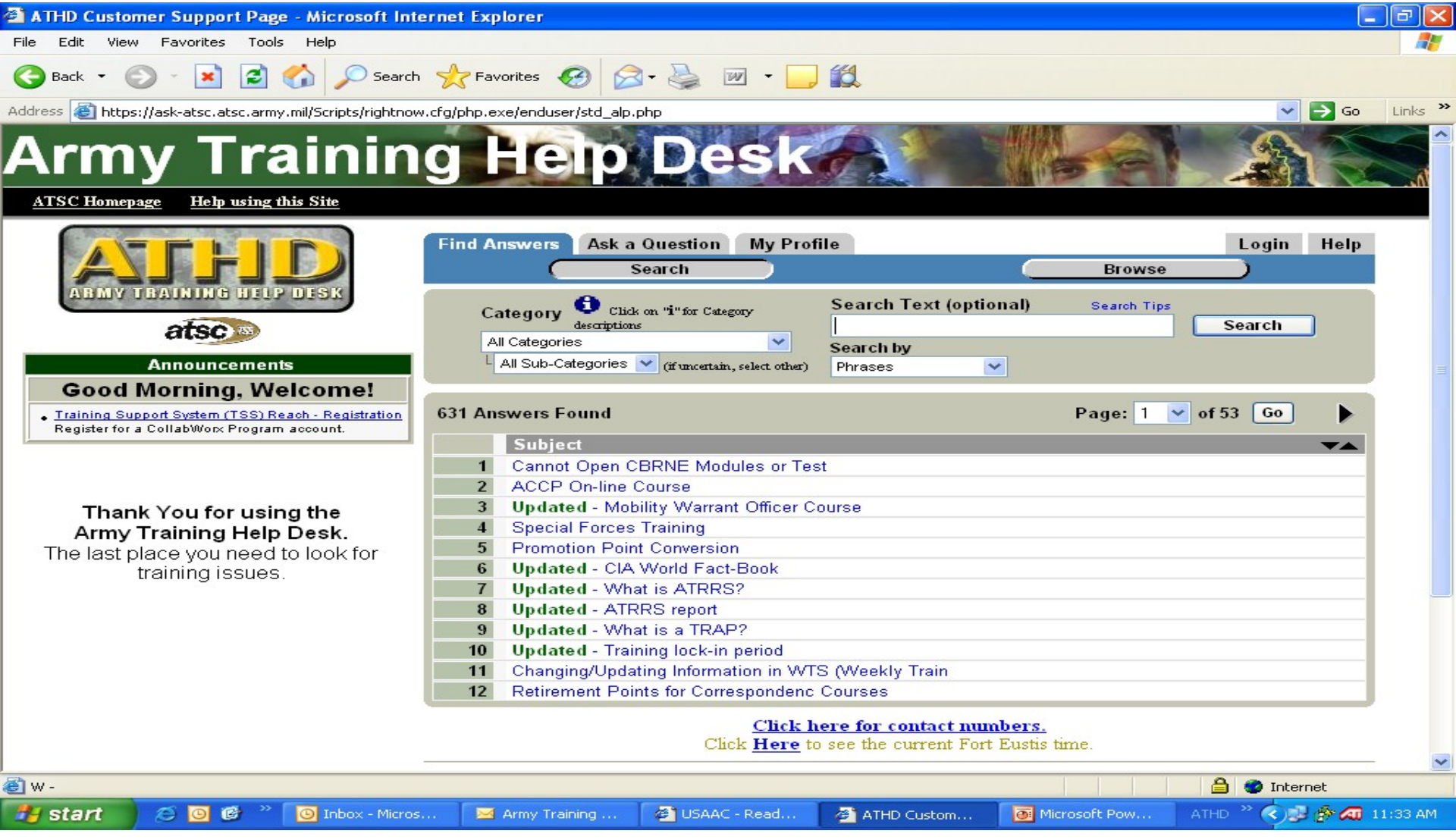
ATHD Summary

Provide responsive Customer Assistance to all training environments:

- Soldiers deployed in OIF, OEF and other GWOT related missions *(e.g., Mission Rehearsal, Staff Drills)*
- Soldiers engaged in Self-development *(e.g., Distributed Learning)*
- Staffs/units planning and conducting training *(e.g., Operational Training Support)*
- AC/RC Institutional Training Coverage: Soldier and Leader Development *(e.g., institutional and distributed MOS, AOT, NCOES/OES, and Institutional Training Divisions)*

New Operational Challenges = More Responsive Training and Training Support

Demonstration



QUESTIONS?

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